

Daily Newspapers Circulated in the Tampa-St. Petersburg (Sarasota), FL DMA (2002)¹

Title	Owner
* <i>The Bradenton Herald</i>	Knight Ridder
* <i>Hernando Today</i> Brooksville, FL	Media General, Inc.
<i>Sun-Herald</i> Charlotte Harbor, FL	Sun Coast Media Group, Inc.
* <i>Crystal River Citrus County Chronicle</i> Crystal River, FL	Landmark Communications, Inc.
* <i>The Ledger</i> Lakeland, FL	New York Times Co.
<i>Miami Diario</i> Miami, FL	The Americas Publishing Co.
<i>Ocala Star-Banner</i> Ocala, FL	New York Times Co.
<i>The Orlando Sentinel</i> Orlando, FL	Tribune Co.
* <i>The Sarasota Herald-Tribune</i> Sarasota, FL	New York Times Co.
* <i>Highlands Today</i> Sebring, FL	Media General, Inc.
* <i>The St. Petersburg Times</i> St. Petersburg-Clearwater, FL	The Poynter Institute
* <i>The Tampa Tribune</i> Tampa, FL	Media General, Inc.
* <i>WinterHaven News-Chief</i> Winter Haven, FL	Morris Communications Corp.

* Indicates newspapers published within the DMA.

Sources: SRDS Circulation 2000; Editor & Publisher International Yearbook (2001)

¹ Circulation of five percent of households in DMA, which consists of Citrus, Hardee, Hernando, Highlands, Hillsborough, Manatee, Pasco, Pinellas, Polk, and Sarasota Counties, FL.

**General Interest Newspapers of Varying Frequency Published in the Tampa-St. Petersburg
(Sarasota), FL DMA (2002)¹²**

Title	Owner
<i>The Brandon News</i> Brandon, FL	The Brandon News (Media General, Inc.)
<i>Clearwater Gazette & Beach Views</i> Clearwater Beach, FL	Clearwater Gazette & Beach Views
<i>Pasco News</i> Dade City, FL	Pasco News (Owens Communications Group)
<i>The Herald Advocate</i> Wauchula, FL	The Herald Advocate
<i>Community Connections</i> Tampa, FL	Community Connections (La Gaceta Publishing, Inc.)
<i>Polk County Press</i> Mulberry, FL	Polk County Press (Histed Media Group)
<i>Pinellas News</i> St. Petersburg, FL	Pinellas News (Potter Media, Inc.)
<i>Suncoast News</i> New Port Richey, FL	Suncoast News (Media General, Inc.)
<i>Sarasota Weekly</i> Sarasota, FL	Sarasota Weekly (Quebecor Communs./Florida Sun Pubs.)
<i>The Weekly</i> Bradenton, FL	The Weekly (Quebecor Communs./Florida Sun Pubs.)
<i>South Tampa News</i> Tampa, FL	South Tampa News (Media General, Inc.)
<i>The Free Press</i> Tampa, FL	The Free Press
<i>Town n' Country News</i> Tampa, FL	Town n' Country News (Media General, Inc.)
<i>The Venice Gondolier</i> Venice, FL	The Venice Gondolier (Sun Coast Media)
<i>Zephyryllis News</i> Zephyryllis	Zephyryllis News (Republic Newspapers, Inc.)
<i>The News-Sun</i> % Sebring, FL	The News-Sun (The News-Sun, Inc.)

¹ Citrus, Hardee, Hernando, Highlands, Hillsborough, Manatee, Pasco, Pinellas, Polk and Sarasota Counties, FL
"Varying Frequency" means weekly unless otherwise noted using codes below.

² Media General's comments in the *2001 Proceeding* were based on additional research in the *Gale Directory of Publications and Broadcasting 2001*, but was mistakenly omitted as a source in the version of this chart in those comments.

Source: Editor & Publisher International Yearbook (2001); Gale Directory of Publications and Broadcasting 2002.

DCLIB02:1384298-2

% Newspaper published three times per week,

^ Newspaper published semi-weekly.

+ Newspaper published biweekly.

<i>Carrollwood News</i> Tampa, FL	Carrollwood News (Media General, Inc.)
<i>The Lutz Community News</i> Tampa, FL	The Lutz Community News
<i>Mulberry Press</i> Mulberry, FL	Mulberry Press (Polk Co. Press)
<i>West Pasco Press</i> New Port Richey, FL	West Pasco Press (Media General, Inc.)
<i>North Port Sun Herald</i> ^ North Port, FL	North Port Sun Herald (Sun Coast Media Group)
<i>The Courier</i> Plant City, FL	The Courier (Media General, Inc.)
<i>The Dunedin Times/The Palm Harbor Sounder</i> + Dunedin, FL	The Dunedin Times/The Palm Harbor Sounder (Dunedin Times Co.)
<i>The Fort Meade Leader</i> ^ Fort Meade, FL	The Fort Meade Leader (Frisbie Publishing Co.)
<i>Frostproof News</i> Frostproof, FL	Frostproof News (Independent Newspapers, Inc.)
<i>The Lake Wales News</i> Lake Wales, FL	The Lake Wales News (Frisbie Publishing Co.)
<i>Newschief</i> Winter Haven, FL	Newschief (Morris Communication Corp.)
<i>The Beach Weekly</i> Sarasota, FL	The Beach Weekly (Florida Sun Publications)
<i>Pelican Press</i> Sarasota, FL	Add, Inc. (Journal Communications)
<i>Englewood Sun Herald</i> % Venice, FL	Englewood Sun Herald
<i>The News-Sun/Avon Park</i> %	Betterbuilt Group
<i>Polk County Democrat</i> + Bartow, FL	Frisbie Publishing Co., Inc.
<i>Beverly Hills Visitor</i> + Beverly Hills, FL	Landmark Communications, Inc. (Landmark Community Newspapers)
<i>Reporter Citrus Springs/Dunnellan</i> + Beverly Hills, FL	Landmark Communications, Inc. (Landmark Community Newspapers)
<i>Seminole Beacon</i> Largo, FL	Tampa Bay Newspapers, Inc.
<i>Lake Placid Journal</i> Lake Placid, FL	Lake Placid Publishing Co.
<i>The Laker</i> Tampa, FL	Beacon Publications
<i>Polk City Press</i> Polk City, FL	Histed Media Group
<i>East Bay Breeze</i> Sun City Center, FL	Media General, Inc.

DCLIB02:1384298-2

%Newspaper published **three** times per week

^ Newspaper published semi-weekly.

+ Newspaper published biweekly.

<i>The Sun</i> Sun City Center, FL	Landmark Communications. Inc. (Landmark Community Newspapers)
Brandon, FL	
<i>Longboat Observer</i> Longboat Key, FL	Longboat Observer, Inc.

DCLIB02:1384298-2

% Newspaper published three times per week.

^ Newspaper published semi-weekly.

+ Newspaper published biweekly.

TAMPA-ST. PETERSBURG DMA (2002)

Specialty Newspapers ^

1. Name: *Florida Sentinel-Bulletin* *

Frequency: Semiweekly (Tues. and Fri.)
Published: Tampa, Florida
Circulated: Tampa, Florida
Circulation: 23,345
Subscription Rate: \$31 individuals
Advertising: Color advertising not accepted
Description: Black community newspaper (tabloid)

2. Name: *La Gacetu* *

Frequency: Weekly (Fri.)
Published: Tampa, Florida
Circulated: Tampa, Florida
Circulation: 18,079
Subscription Rates: \$15 individuals
Advertising: Accepts advertising
Description: Community newspaper available in Spanish, English and Italian

3. Name: *Jewish Press of Pinellas County* *

Frequency: Biweekly
Published: Clearwater, Florida
Circulated: Pinellas County (Palm Harbor, Dunedin, Clearwater, Largo, Pinellas Park, St. Petersburg)
Circulation: Controlled 5,350
Subscription Rates: \$8 individuals; \$15 out of state
Advertising: Accepts advertising
Description: Jewish community newspaper

4. Name: *The Weekly Challenger* *

Frequency: Weekly
Published: St. Petersburg, Florida
Circulated: Statewide
Circulation: 45,000
Subscription Rates: \$18 annually; \$30 out of country
Advertising: Accepts advertising
Description: Black community newspaper

^ *Targeted to special ethnic, religious, demographic, or other groups.*

* Gale Directory of Publications and Broadcasting 2002.

+ Editor & Publisher 2001.

** Information obtained from www.aan.org.

5. Name: *La Presna Newspaper* *

Frequency: Weekly (Thurs.)
Published: Winter Haven, Florida
Circulated: The Hispanic community of Central and South Florida
Circulation: Free – 19,828
Subscription Rates: Free; \$25 by mail
Advertising: Accepts advertising
Description: Newspaper serving the Hispanic community of Central and South Florida

6. Name: *The Bulletin* *

Frequency: Weekly (Fri.)
Published: Sarasota, Florida
Circulated: Sarasota, Florida
Circulation: Paid – 16,500
Subscription Rates: \$26 individuals; \$.25 single issue
Advertising: Accepts advertising
Description: Black community newspaper

7. Name: *Prensa Hispana (Hispanic Press)* *

Frequency: Monthly
Published: Avon Park, Florida
Circulated: Tampa area
Circulation: Free – 25,000
Subscription Rates: \$15
Advertising: Not reported
Description: Spanish language newspaper

8. Name: *Weekly Planet* **

Frequency: Weekly (Wed.)
Published: Tampa, Florida
Circulated: Tampa, St. Petersburg, Clearwater
Circulation: 90,000
Subscription Rates: Free
Advertising: Accepts advertising
Description: Self-described alternative newspaper of the Tampa Bay area

^ *Targeted to special ethnic, religious, demographic, or other groups.*

* Gale Directory of Publications and Broadcasting 2002.

+ Editor & Publisher 2001.

** Information obtained from www.aan.org.

9. Name: *Weekly Planet***

Frequency: Weekly (Wed.)

Published: Sarasota, Florida

Circulated: Sarasota and Bradenton, Florida

Circulation: 19,000

Subscription Rates: Free

Advertising: Accepts advertising

Description: Self-described alternative newspaper of Sarasota

[^] *Targeted to special ethnic, religious, demographic, or other groups.*

^{*} Gale Directory of Publications and Broadcasting 2002.

⁺ Editor & Publisher 2001.

^{**} Information obtained from www.aan.org.

TAMPA-ST. PETERSBURG DMA (2002)

Shopper Publications

1. Name: *Bradenton Shopping Guide* +/*

Frequency: Weekly (Wed.)
Published: Bradenton, Florida
Circulated: Bradenton, Florida
Circulation: Non-paid – 63,960
Subscription Rates: Free
Advertising: Accepts advertising
Description: Shopper (tabloid)

2. Name: *Hernando Shopper* +

Frequency: Weekly (Wed.)
Published: Brookville, Florida
Circulated: Hernando County, Florida (Brookville)
Circulation: 29,000
Subscription Rates: Free
Advertising: Accepts advertising
Description: Shopper

3. Name: *Sebring Shopping Guide* +/*

Frequency: Weekly (Wed.)
Published: Sebring, Florida
Circulated: Highlands County, Florida (Sebring)
Circulation: Non-paid 18,687
Subscription Rates: Free
Advertising: Accepts advertising
Description: Shopper

4. Name: *Luke Wales Shopper* +/*

Frequency: Weekly (Wed.)
Published: Lake Wales, Florida
Circulated: Lake Wales, Florida
Circulation: 16,000
Subscription Rates: Free
Advertising: Accepts advertising
Description: Shopper

* Gale Directory of Publications and Broadcasting 2002.

+ Editor & Publisher 2001.

** Information obtained from www.aan.org.

5. Name: *North Lakeland Shopper* *

Frequency: Weekly (Wed.)
Published: Winter Haven, Florida
Circulated: Winter Haven, Florida
Circulation: Combined 28,339
Subscription Rates: Free
Advertising: Accepts advertising
Description: Shopping guide (tabloid)

6. Name: *South Lakeland Shopper* *

Frequency: Weekly (Wed.)
Published: Winter Haven, Florida
Circulated: Winter Haven, Florida
Circulation: Free – 28,152
Subscription Rates: Free
Advertising: Color advertising accepted
Description: Shopping guide (tabloid)

I. Name: *Winter Haven Shopper* *

Frequency: Weekly (Wed.)
Published: Winter Haven, Florida
Circulated: Winter Haven, Florida
Circulation: Free – 33,000
Subscription Rates: Free
Advertising: Color advertising accepted
Description: Shopper

8. Name: *Pasco Shopper* +/*

Frequency: Weekly (Wed.)
Published: Dade City, Florida
Circulated: Pasco County, Florida (Port Richey, Drexell, Dade City, Zephyllis)
Circulation: 223,167
Subscription Rates: Free
Advertising: Accepts advertising
Description: Shopper
Misc.: Available in alternate format - CDROM

* Gale Directory of Publications and Broadcasting 2002.

+ Editor & Publisher 2001.

** Information obtained from www.aan.org.

9. Name: *Plant City Shopper* +/*

Frequency: Weekly (Wed.)
Published: Plant City, Florida
Circulated: Plant City, Florida
circulation: 26,800
Subscription Rates: Free
Advertising: Accepts advertising
Description: Shopper

10. Name: *Advertiser of Polk County* +

Frequency: Weekly (Wed.)
Published: Winter Haven, Florida
Circulated: Polk County, Florida (Fort Meade, Frostproof, Lake Wales, Lakeland, Winter Haven)
Circulation: 33,497
Subscription Rates: Free
Advertising: Advertising accepted
Description: Shopper

11. Name: *The Flyer* +/*

Frequency: Weekly (Wed.)
Published: Tampa, Florida
Circulated - Circulation: Figures available for various towns within the DMA. Circulation ranges between 12,921 to 17,980 per town.
Circulation: 750,000
Subscription Rates: Free
Advertising: Accepts advertising
Description: Shopper

12. Name: *The Advertiser* *

Frequency: Semiweekly (Wed. and Sat.)
Published: Venice, Florida
Circulated: Venice, Florida
Circulation: 131,900
Subscription Rates: Free
Advertisements: Advertising accepted
Description: Shopper

* Gale Directory of Publications and Broadcasting 2002.

+ Editor & Publisher 2001.

** Information obtained from www.aan.org.

13. Name: *Venice Weekly*' *

Frequency: Weekly (Wed.)
Published: Venice, Florida
Circulated: Venice, Florida
Circulation: Non-paid – 9,349
Subscription Rates: Free
Advertising: Advertising accepted
Description: Shopper

14. Name: *Bartow Shopper*' *

Frequency: Weekly (Wed.)
Published: Winter Haven, Florida
Circulated: Polk County, Florida
Circulation: Combined – 6,671
Subscription Rates: Free
Advertising: Color advertising accepted
Description: Shopper

¹ Information provided by Media General,

* Gale Directory of Publications and Broadcasting 2002.

+ Editor & Publisher 2001.

** Information obtained ~~from~~ www.aan.org.

TAMPA-ST. PETERSBURG DMA (2002)

College & University Newspapers

1. Name: *Hawkeye* *

Frequency: Monthly
Published: Tampa, Florida
Circulated: Hillsborough Community College, Tampa, Florida
Circulation: Free 5,000.
Subscription Rates: Free
Advertising: Accepts advertising
Description: Collegiate newspaper
Web Site: <http://www.hcc.cc.fl.us>

2. Name: *The Oracle* *

Frequency: Daily
Published: Tampa, Florida
Circulated: University of South Florida, Tampa, Florida
Circulation: Paid – 150; Free – 16,850
Subscription Rates: \$10.95; \$15 individuals semester; \$10 individuals summer
Advertising: Accepts advertising
Description: Collegiate newspaper
Misc.: Available on CD-ROM

3. Name: *The Wooden Horse* *

Frequency: Monthly
Published: St. Petersburg, Florida
Circulated: St. Petersburg Junior College, St. Petersburg, Florida
Circulation: Free 6,000
Subscription Rates: Free
Advertising: Accepts advertising
Description: Collegiate newspaper

4. Name: *The Southern* *

Frequency: Biweekly
Published: Lakeland, Florida
Circulated: Florida Southern College, Lakeland, Florida
Circulation: Free - 2,500
Subscription Rates: \$5 individuals
Advertising: Accepts advertising
Description: Collegiate newspaper

* Gale Directory of Publications and Broadcasting 2002.

+ Editor & Publisher 2001.

** Information obtained from www.aan.org.

TAMPA-ST. PETERSBURG DMA (2002)

Magazines *

1. Name: *Tampa Bay Magazine*

Frequency: Bimonthly
Published: Clearwater, Florida
Circulated: Tampa, Florida
Circulation: Paid – 17,371; Controlled 15,200
Subscription Rates: \$12; \$3.95 single issue
Advertising: Accepts advertising
Description: Examines lifestyle of Tampa Bay

2. Name: *Maddux Report*

Frequency: Monthly
Published: St. Petersburg, Florida
Circulated: Tampa Bay region
Circulation: Paid – 1,040; Controlled – 13,180
Subscription Rates: Free to qualified subscribers; \$45 institutions; \$4.95 single issue
Advertisements: Accepts advertisements
Description: Business and real estate magazine for the seven county Tampa Bay region.

3. Name: *Sarasota Muguzine*

Frequency: Monthly
Published: Sarasota, Florida
Circulated: Sarasota and Manatee County
Circulation: Combined 13,000
Subscription Rates: \$18.00 individuals
Advertisements: Accepts advertising
Description: Business publication covering Sarasota and Manatee County inserted into monthly city magazine

4. Name: *Sarasota Weekly*

Frequency: Weekly (Wed.)
Published: Longboat Key, Florida (Published outside DMA)
Circulated: Sarasota, Florida
Circulation: 46,224
Subscription Rates: Free
Advertisements: Advertising accepted
Description: News and entertainment magazine

*All magazines entries are from the *Gale Directory of Publications and Broadcast Media 2002*. All entries appear to have articles focused on the DMA and are published in the DMA except for entry number four.

5. Name: *SEE Sarasota. Bradenton, Venice & Gulf Coast Islands Magazine*

Frequency: Annual

Published: Sarasota, Florida

Circulated: Sarasota, Bradenton, Venice & the Gulf Coast Islands

Circulation: Non-paid 500,000

Subscription Rates: Free

Advertisements: Advertising accepted

Description: Consumer travel guide

Web Site: <http://www.see-florida.com>

*All magazines entries are from the *Gale Directory of Publications and Broadcast Media 2002*. All entries appear to have articles focused on the DMA and are published in the DMA except for entry number four.

TAMPA-ST. PETERSBURG DMA (2002)

Magazines Circulated Statewide *

1. Name: *The Gazette*

Frequency: Monthly
Published: Brandon, Florida
Circulated: Statewide
Circulation: Paid – 53,000
Subscription Rates: \$24 individuals
Advertising: Accepts advertising
Description: Florida's gay and lesbian consumer magazine

2. Name: *Florida Trend*

Frequency: Monthly
Published: St. Petersburg, Florida
Circulated: Statewide
Circulation: Paid – 50,000; Nan-paid – 10,371
Subscription Rates: \$29.95 individuals; \$3.95 single issue
Advertisements: Accepts advertising
Description: Examines Florida business
Web Site: <http://www.floridatrend.com>

3. Name: *Florida Living Magazine*

Frequency: Monthly
Published: Lakeland, Florida
Circulated: Statewide
Circulation: Paid – 201,189; Nan-paid – 5,284
Subscription Rates: \$21.95 individuals; \$31.95 other countries
Advertisements: Accepts advertising
Description: Statewide lifestyle magazine
Web Site: <http://www.floridamaaazine.com>

4. News: *SEE Emerald Coast*

Frequency: Quarterly 3/year
Published: Sarasota, Florida (Published inside DMA, but distributed outside DMA)
Circulated: Emerald Coast
Circulation: 545,000
Subscription Rates: Single issue free
Advertisements: Advertising accepted
Description: Consumer magazine covering local visitor information and travel
Web Site: <http://www.see-florida.com>; <http://www.see-emeraldcoast.com>

*All magazines entries are from the *Gale Directory of Publications and Broadcast Media 2002*. All entries are published in the DMA but from the description seem to include articles of interest statewide.

5. News: *See Florida Keys*

Frequency: Semiannual

Published: Sarasota, Florida (Published inside DMA, but distributed outside DMA)

Circulated: Florida Keys

Circulation: 600,000

Subscription Rates: Free

Advertisements: Advertising accepted

Description: Tourist magazine for the Florida **keys**

*All magazines entries are from the *Gale Directory of Publications and Broadcast Media 2002*. All entries are published in the DMA but from the description seem to include articles of interest statewide.

MMDS/MDS Systems in Tampa – St. Petersburg DMA (2002)

1. Call Letters: WMI397
 Licensee: BellSouth Wireless Cable, Inc.
 Transmitter Location: Lakeland, FL
 Service: MDS
 FCC Status: Licensed
 Status: Rolled into BellSouth Entertainment. Channel list
 received from website.

 Program Guide: Attached.

2. Call Letters: WMI397-H01
 Licensee: BellSouth Wireless Cable, Inc.
 Transmitter Location: Lakeland, FL
 Service: MDS
 FCC Status: Conditional
 Status: Rolled into BellSouth Entertainment. Channel list
 received from website.

 Program Guide: Attached.

3. Call Letters: WMI397-H01
 Licensee: BellSouth Wireless Cable, Inc.
 Transmitter Location: Frostproof, FL
 Service: MDS
 FCC Status: Conditional
 Status: Rolled into BellSouth Entertainment. Channel list
 received from website.

 Program Guide: Attached.

4. Call Letters: WMI401
 Licensee: BellSouth Wireless Cable, Inc.
 Transmitter Location: Lakeland, FL
 Service: MDS
 FCC Status: Licensed
 Status: Rolled into BellSouth Entertainment. Channel list
 received from website.

 Program Guide: Attached.

5. Call Letters: WMY472
 Licensee: BellSouth Wireless Cable, Inc.
 Transmitter Location: Lakeland, FL
 Service: MDS
 FCC Status: Licensed
 Status: Rolled into BellSouth Entertainment. Channel list
 received from website.

 Program Guide: Attached.

Source: 2001 Cable & TV Factbook; FCC MDS/ITSF Database; Telephone requests, as necessary, of system operators

6. Call Letters: WOF43
 Licensee: Hillsborough County, FL
 Transmitter Location: Hillsborough County, FL
 Service: MDS
 FCC Status: Licensed
 Status: Government channel provided via MDS frequencies
 to residents who lack cable.
 Program Guide: Attached.
7. Call Letters: WHJ947
 Licensee: Via/Net Companies
 Transmitter Location: Oldsmar, FL
 Service: MDS
 FCC Status: Licensed
 Status: Leased to Sprint. No video service being provided,
 only high speed data services.
 Program Guide: N/A
8. Call Letters: KNSC363
 Licensee: Pacific Telesis Southern Wireless
 Transmitter Location: Oldsmar, FL
 Service: MDS
 FCC Status: Licensed
 Status: No video service being provided.
 Program Guide: N/A
9. Call Letters: WHK925
 Licensee: Lakeland BDC-MMDS Co.
 Transmitter Location: Lakeland, FL
 Service: MDS
 FCC Status: Licensed
 Status: Leased to Bell South. No video service being
 provided.
 Program Guide: N/A
10. Call Letters: WHK958
 Licensee: Delta Band Services, Ltd.
 Transmitter Location: Lakeland, FL
 Service: MDS
 FCC Status: Licensed
 Status: Unknown.
 Program Guide: N/A

*Source: 2001 Cable & TV Factbook; FCC MDS/ITSF Database; Telephone requests, as necessary. cf
system operators*

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| 11. | Call Letters:
Licensee:
Transmitter Location:
Service:
FCC Status:
Status:

Program Guide: | WHT699
Mars Communications, Inc.
Oldsmar, FL
MDS
Licensed
Leased to Bell South. No video service being provided.
N/A |
| 12. | Call Letters:
Licensee:
Transmitter Location:
Service:
FCC Status:
Status:

Program Guide: | WHT700
Sprint (Bay Area) Inc.
Oldsmar, FL
MDS
Licensed
Customer service reports no video service being provided, only high speed data services.
N/A |
| 13. | Call Letters:
Licensee:
Transmitter Location:
Service:
FCC Status:
Status:

Program Guide: | WNEY710
Wireless Cable International, Inc.
Oldsmar, FL
MDS
Licensed
Leased to Sprint. No video service being provided, only high speed data services.
N/A |
| 14. | Call Letters:
Licensee:
Transmitter Location:
Service:
FCC Status:
Status:

Program Guide: | WNTB227
Quadrangle Communications Inc.
Oldsmar, FL
MDS
Licensed
Leased to Sprint. No video service being provided, only high speed data services.
N/A |

Source: 2001 Cable & TV Factbook; FCC MDS/ITSF Database; Telephonerequests, as necessary. & system operators